

Local Smoke Free Progress in Hard States

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Stay Focused on Public Health!
("We always win with the public health arguments" -CB Pearson)

Local Policy:

- Community readiness
- Political readiness
- Coalition readiness

Partnering with local elected officials:

- Annual municipal league conference participation (MS AL TX MO)
- Winter conference during legislative session
- Visualize local laws on a state map
- Opportunity to talk comp ordinances
- Be ready to assist & act when requested
- Find Mayor/Alderman/Council champions in all demographics & party affiliations for peer to peer outreach

Build relationships and trust with local tobacco coalitions:

- Consistent communication to hear if communities are interested & ready
- Trust our guidance on ordinance language
- They will help recruit/find the usual spokespersons
- TA with pop up communities
- Trust our guidance to kill or to ask not to have ordinance introduced

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Don't settle for less than comprehensive - EVER:

- Sets the bar for surrounding communities and other cities
- Makes more work for you and tobacco control partners in the future
- Takes a LONG time to gain progress at state level

Incentive Examples:

- Mississippi: BCBS MS Foundation offers healthy hometown grants for small, medium & large cities. Only criteria is comp smoke free ordinance on the books.
- Mississippi: MS State Dept. of Health offers cities \$5,000 grant for education, technical assistance during the adoption phase and implementation

Our Credo

We will breathe easier when the air in every
American community is clean and healthy.

We will breathe easier when people are free from the addictive
grip of tobacco and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and
workplaces is clear of secondhand smoke.

We will breathe easier when children no longer
battle airborne poisons or fear an asthma attack.

Until then, we are fighting for air.